Please Take Small Parcels With You

By taking small parcels with you, you will materially assist in the quick delivery of the larger For Other Gimbel News See Page 3, Part III.

THE STORE OF A MILLION GIFTS

Phonograph and Piano Salons Remain Open Till 9 P. M. Every Evening Until Christmas

Use Entrance, 33d Street, near Broadway door, after 5:30 P. M. GIMBELS MUSIC SALONS-Eighth Floor

Store Hours 9 to 5:30

Diamond Mounted Jewelry---The Christmas Gift Beautiful

Exquisite Gift Handkerchiefs ---French---Irish---Belgian---

From "over the water," where the loveliest of 'kerchiefs "grow," come these dainty gifts for a dainty lady—Some enriched with the frothiness of lace others of sheer, cobwebby linen-beautiful in themselves-Or made more beautiful still by touches of fairy-fine embroidery.

Real Valenciennes and Em- | Fine French Hemstitched Hand- | broidery, \$10 to \$25.00 ea. Real Armenian work - lacetrimmed, \$1.00 to \$6.00 ea. Porto Rican Lace Work, \$2.00 to \$3.75 each. Princess Lace, \$1.50 to \$4.00 ea.

ored hems 1-16 inch

spun Linen, \$1.00 to \$3.75 ea. Duchesse Lace, \$8.00 to \$35.00 each.

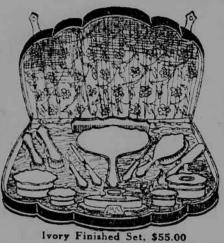
Fine Appenzell Embroidery, \$15.00 to \$30.00 each. HANDKERCHIEFS FOR MEN Irish Linen Tape Bordered Handkerchiefs, white and col-French Colored Novelty Hand-kerchiefs, \$1.50 each. Novelty Silk Handkerchiefs, 75c to \$2.50 each.

Handkerchiefs with Fine Irish Hand-Embroidery, \$1.00 to \$2.50 each. Colored 'Kerchiefs,

\$1.00 to \$2.00 each. Real Cluny Lace, \$3.00 to \$5.00 each. French Linen Handkerchiefs,

plain white and corded ef-

GIMBELS-HANDKERCHIEF SHOP-Main Floor French Ivory Finish Toilet Sets Boxed for Christmas Giving Set consisting of 15 Pieces, as illustrated. Hair Brush, Comb, Mirror, Cloth Brush, Hat Brush, Shoe Horn, Puff Box, Hair Receiver, Cuticle Knife, Nail File, Button Hook, Manicure Scissors, Buffer, and two Cream Boxes. In leatherette covered hinged box, satin lined throughout. This set makes an exquisite Christmas gift.



In Ivory Finish, In Amber and Shell, Other Sets in similar boxes at \$25.00, \$40.00 and Photograph Frames, 75c to \$6.00

Manicure Sets in similar \$7.00, \$10.00, \$15.00. 250 French Ivory Finished Boudoir Clocks, prices ranging \$3.41 to \$15.00. Perfume Bottles with frost-

Imported Military Brushes and Sets, Imported Hair Brushes for Women, and Perfumes from the leading manufacturers in Europe and America, in almost endless varieties. ed tops, set in French Ivory finished cases. Manicure Sets in Roll-up Cases, \$2.00 to \$35.00.

pair \$2.00. Cases, \$2.00 to \$35.00 GIMBELS—TOILET ARTICLES SHOP—Main Floor

CLOSING OUT TO-MORROW

Very Handsome **Evening Wraps**

of Fibre Brocades, Fur Collared at a drastic price-reduction

The furs are luxurious—natural skunk, beaver, black lynx. Lavishly used in collars that are cape-wide, and in themselves worth an important part of the price.

At their original price, these capes were something of a sensation in value. At \$110, this is an opportunity that holds a worth-while saving.

Every wrap is richly satin lined and padding interlined. Pastel

Note:-None may be exchanged or credited. GIMBELS-WOMEN'S COAT SALON-Third Floor.

New Evening Gowns



A Special Purchase of Models-Paris Inspired-Irresistibly Lovely

and very specially priced at \$39.50

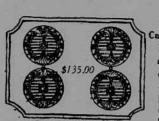
Taffetas which Paris has chosen for their delightful bouffancy. Taffetas combined with tulle, silver ribbons and ostrich trimming. Taffetas leaving all to one youthful, naively simple. Soft, changeable tone satins, combined with silver lace and veiled in silk net. Why, who ever heard of such loveliness and quality at \$39.50! No end to the exquisite colorings.

Georgette Crepe Dinner Dresses, Beaded in Entirely New Fashion,

With polished gunmetal beads in delightful traceries and lattice patternings. The new mouse brown. Also navy blue. New evening and dinner gowns up to \$350.

GIMBELS-WOMEN'S DRESS SALON-Third Floor

Christmas Shopping Days are few-Time for choosing short-and so-in your selection of the "very best gift"—the token that expresses your dearest wish for the dearest of allyou will seek a Jewelry Shop-well-known-for quality-for variety of choice-for fairness in pricing. You will come to the Gimbel Jewelry Shop-which suggests these gifts from its tremendous stocks as an index to a splendid ensemble.



Cuff Links Cuff Links, in 14 and Platinum; carved edge; one diamond in each Scarf Pins



Bar Pins

Bar Pins of Platinum

quisite designs in

Bar Pins of Platinum,

hand-wrought; set with 25 very bril-liant diamonds,

\$400.00

\$250.00

Rings

Rings, all Platinum. hand-wrought; 3 large diamonds in arge diamonds in centre and 12 smaller diamonds mounted in lace effect, \$365.00 Rings, all Platinum, hand - wrought; hand - wrought; pierced lace ef-fect, 15 diamonds. \$275.00 Other Rings to \$1150.00

Other Bar Pins to \$650.00 Watches---American and Swiss

For Men

Howard Watches in 14 Karat Gold plain polish case; 12 size; with fine 19-jewel lever movement; adjusted to 5 positions and temperature; guaranteed, \$105.00

Waltham Watches, Colonial model; 14 Karat Gold plain polish case; thin mod-el; Riverside 19-jewel movement; adjusted to 5 Other Watches to \$255.00

pierced end of lace work, beautifully carved and set with 24 diamonds; fine 16-jewel movement; guaranteed. \$900.00 GIMBELS-JEWELRY SHOP-Main Floor

For Women

Wrist Watch of 20 Karat White Gold and Platinum: small oval, mounted with 20 diamonds and 14 calibre cut sapphires; 16-jewel Paul Ditisheim movement: guaranteed.

Wrist Watch of 18 Karat white Gold; square cushion shape; mounted with 4 diamonds; 16-jewel Paul Ditisheim movement; guaranteed, \$185.00

Other Watches to \$900.00

Sale 912 Wonderful, New Beaded Bags 331/3% to 50% Under Market Prices



An Unusually Advantageous Purchase Permits Gimbels to Offer Magnificent Bags At Prices Out of Proportion to Their Value \$42.95

Prices Actually Lower in Many Cases Than the Cost of Manufacturing bining the exquisite charm of design and the delicacy of treatment of the best French artists with

Draw-String and Frame Bags Hundreds of Styles

the deft craftsmanship of America's workers, generally conceded to be the best beaded-bag makers in the loves elaborate designs in rich colorings will find what world. Only the finest kind of tiniest beads have been she seeks as easily as the woman whose tastes run to

GIMBELS-HANDBAG SHOP-Main Floor For that "Very-Last-Minute-Gift" One Chooses Silk Stockings

The Gifts that can be selected easily and quickly—with no qualms as to their exact suitability—and no fear as to their great acceptability.

Pure Silk Stockings \$3.50

Good weight; pure silk stockings of highest grade for serviceable wear: lisle tops and soles.

Richelieu Ribbed Silk Stockings - - \$3.95 Pure silk from top to elicu ribbed effectsvery smart. Black, cordovan, navy, grey,

and white.

Very Heavy Pure Silk Stockings \$4.95

Heavy quality of fine quality ingrain silk. Black only. Hand Embroid-

ered Clocked Stockings - \$3.95 Pure silk stock-ings with hand-embroidered clocks. Black with The prices quoted do not include Federal Tax.

Pure Silk Stockings - - \$2.75 Pure dye silk of heavyweight, lisle tops and soles. Black and street colors.

Black Silk Stockings - - \$2.25 Full fashioned black silk hoseliste tops and

Lace Clocked Silk Stockings - \$6.50 Wide lace clock at side of ankle in beautiful designs. Black only.

Lace Silk Stockings - - \$1.75 Beautiful design in lace ankle effects. with seamless feet and seam back legs

GIMBELS-HOSIERY SHOP-Main Floor

A Few Pretty Gifts

"For Mother"

Sewing Baskets, in wicker, with quilted satin linings, large and small, and in many shapes; some few standing pieces; a splendid assort-ment, 50c to \$45.00.

Needle Cases, in leather leatherette: English make; Gimbels own importation, 35c to \$25.00.

Sterling Silver Thimbles, 25c and 50c. GIMBELS-Main Floor

'For Daughter"

Sash and Hair Bow Sets, sash 2½ yds., hair bow 1 yd.; in box, . . \$3.25. Hair Bow Sets, box of two ribbons, \$1.00 and \$2.00.

Hair Bow Sets, box of three ribbons, \$2.00 and \$2.25. Ribbons for the Christmas

Package, 10 yd. piece, 18c. to 55c.

GIMBELS-Main Floor

1800 Georgette Crepe Blouses Sharply Reduced to \$5 - \$5.95 - \$8.95



\$ \$22.50

Here is every type of fine Georgette Blouse. Hundreds in suit-shades. Plenty in fleshpink and white. Plenty in pastel shades. Every size.

A Thousand Other Blouse Gift Suggestions at Gimbels!

Real Irish Lace Blouses......\$39.50 to \$95.00 Organdie Blouses Overblouses \$8.95 to \$100.00 Side-Tied Blouses......\$29.50 to \$79.50 Net Blouses \$3.95 to \$29.50 Tailored Crepes de Chine..... \$5.95 to \$19.75 Striped Silk Blouses (dark)....\$5.95 to \$19.75 Silk-finished Black Poplins......\$3.95 Silk-finished Black Poplins......\$3.95 Black Soisette Blouses.....\$2.25 Black Sateen Blouses

Striped Tissues
Demi-Tailored Blouses
Novelty Lingerie Blouses
Lingerie Blouses for "Stouts"

Very Special: Black Silk Shadow Lace Blouses over Black

GIMBELS-BLOUSE SALON-Third Floor

New advances in the prices of raw furs make the Gimbel

Christmas Sale of Furs a greater-than-ever investment opportunity Beaver Collars.....\$39.50 | Natural Raccoon Collars....\$29.50

Beaver Muffs.....\$45.00 Natural Raccoon Muffs....\$24.50 Hudson Seal Capelets.....\$45.00

Blended Skunk Capes.....\$27.50 Hudson Seal Muffs.....\$24.50 Blended Skunk Muffs.....\$24.00 Grey Squirrel Collars.....\$39.50 2-Skin Mink Scarfs.....\$38.00 Grey Squirrel Muffs.....\$37.50 Mink Muffs......\$39.50 Australian Opossum Collars.\$45.00 Taupe Lynx Sets......\$110.00 Australian Opossum Muffs. .\$45.00 | Brown or Taupe Fox Sets. .\$55.00 Grey Squirrel Sports Coats.....\$295.00 Hudson Seal Short Wrap-Coats.....\$275.00 GIMBELS-FUR SALON-Third Floor



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Finest French China at a Fraction of Price You'd Dinner Sets, and Service Plates; to which is added Glass Services

When you stop to consider that many Factories in France are closed

from lack of fuel you will appreciate what a feat it is to offer a Sale of



100-Piece Dinner Sets-Theodore Haviland & Cie. delicate floral spray decoration. Coin gold, stippled border.

107 Pieces-"Elite" China. Choice of attractive borders. Coin gold on edges and handles.

107-Piece Dinner Sets-French China. Two of the most popular "open stock" designsfloral festoon border-in pink or yellow. Coin gold handles.

107-Piece Dinner Sets-Limoges

China. Plain coin gold bands

and gold handles - "open

106-Piece Dinner Sets from Wm. handles-"open stock."

Guerin & Cie. Richly illuminated border - coin gold

China; also "open stock." Rich

floral border over ivory ground

-coin gold handles. \$175.00

\$100.00 107-Piece Dinner Sets-"Elite"

108-Piece Superb Dinner Sets from Theodore Haviland & Cie. A truly regal service-"open stock"-wide acid etched gold

106-Piece Dinner Sets, richly encrusted in gold. Acid etched, burnished gold border, 3/8 in. in width-coin gold handles. GIMBELS-CHINA AND GLASSWARE SECTION-Fifth Floor

French China at all, and when you compare prices of all French China sold in the City you will realize that it is no unconsidered statement that we make—when we declare that Gimbels is pre-eminently the House of Dinnerware at sensationally low prices. This French China is practically at the cost of importation, for the reason the Paris Organization of Gimbel Brothers and the Buyers of the Three Gimbel Stores have been working on this Great Sale for months. It is useless for use have been working on this Great Sale for months. It is useless for us to compute your Savings in this Great Sale, for you can do that better than we, if you but shop for comparison of prices. Only space for an earnest of a perfectly wonderful collection of French 107-Piece Dinner Sets from Theodore Haviland & Cie. Also "open stock." Beautiful con-

> 106-Piece Dinner Sets, Ahrnfeldt Limoges China. Richly en-crusted in gold. "Open stock" -exceptionally fine quality.

ventional border-coin gold



Fine French China

-Service Plates -Entree Plates -Dessert Plates At \$69.50 doz. At \$100.00 doz. Large, handsome service plates, with a wonderful Superb service plates, having a wide border in rich colors, between gold borders, richly encrusted. border of coin gold elaborately etched, acid. Entree plates to match, \$39.50

Crystal Services in great variety at moderate At \$25.00 to \$59.50 doz. prices.

A very lovely collection of dessert plates, among which are borders of richly encrusted gold illuminated in colors. No printed description can do justice to this rarely beautiful group of plates.

Inens

for Christmas Service and Linens for Christmas Cheer

Extra Heavy Irish Linen
Damash Table Cloths
with Napkins to match,
68x68 in., \$7.25 each; 68x
86 in., \$9.00 each.
Napkins to match, 22x22 ., \$9.50 a dozen.

Pure Irish Linen Hemstitched Damask with Napkins to match, 2x2 yards, \$12.50; 2x2 ½ yards, \$15.75; 2x3 yards, \$18.75 Napkins, 24x24 in., \$15.75 a dozen

Pure Irish Linen Round Scalloped Damask Table Cloths 70 in. in diameter, \$7.50 each

350 Irish Linen 13-Piece Luncheon Sets Dainty rose scallops in blue. Very special. \$2.95 set

Filetine Lace-Edged Luncheon Cloths with row of lace inser-tion. 72 in. in diameter. \$7.50 each

Real Mosaic Luncheon Napkins Real Mosaic hand-em-

broidered corners and real Mosaic hand-embroidered edges. Fashioned of fins round thread Irish linen, 14x14 in. \$18.75 a doz. Real Madeira Afternoon Tea and Luncheon Napkins Hand-scalloped with dainty hand-embroidered corners. In Gift Boxes, 6 Napkins to Box, 33.75 a Box

GIMBELS-Second Floor

Still Plenty of Every Kind of Toys---Fourth Floor

Brooklyn, New Jersey and Long Island Customers Direct to Gimbels via Tubes and Subways